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ABSTRACT

The result of a project funded by the Extension Service of the United States Department of Agriculture called Professional Knowledge and Research Base of Extension 4-H Youth Development (4hprk), this 18-item annotated bibliography represents a compilation of resources (on the topic of communication) most frequently identified by Extension 4-H Youth Development professionals as cornerstones for their educational programs. Topics include interpersonal, group, verbal, presentation, written, nonverbal, and listening skills as well as information technology. Publications listed in the bibliography are accessible electronically (through AGRICOLA, the National Agricultural Library's electronic database) and in hard copy. (SR)

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4hprk: Communication

A Professional Research and Knowledge Taxonomy for Youth Development

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September 1988

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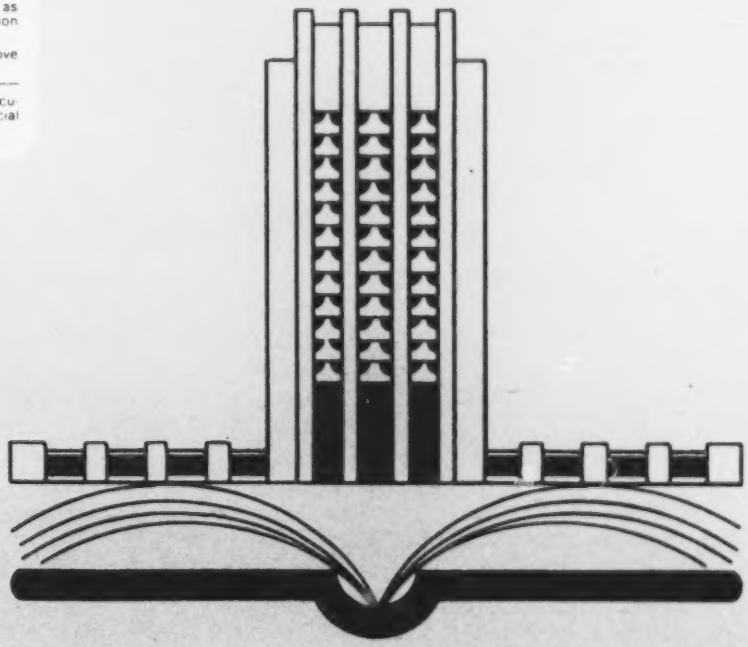

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Special thanks go to NAL support staff, Becky Thompson and Terry Price.

Background

The Professional Knowledge and Research Base of Extension 4-H Youth Development (4hprk) was a project funded by the Extension Service, U.S. Department of Agriculture. Two Land-Grant Universities cooperated with officials from the Extension Service and the National Agricultural Library (NAL) to identify the knowledge and research base of Extension 4-H Youth Development education and to abstract/compile the foundation materials to strengthen research-based 4-H youth development education throughout the United States.

Professional Research Knowledge Taxonomy Created

The Cooperative Extension Service, Mississippi State University completed the identification, collection, and annotation of works of research and inquiry related to Extension 4-H Youth Development from the academic, public and private sectors. The Ohio Cooperative Extension Service completed the identification and compilation of the knowledge base dimension of the project. This compilation represents the resources most frequently identified by Extension 4-H Youth Development professionals in the States as cornerstones for their educational programs.

The resources were subsequently sorted for the use of educators according to the five (5) basic component areas that comprise the identified knowledge base from which 4-H youth development proceeds: Communication, Educational Design, Youth Development, Youth Program Management, and Volunteerism.

Resources Housed at the National Agricultural Library (NAL)

A collection of resources identified as the 4-H professional, research and knowledge base (4hprk) is currently being assembled at NAL. Key research, books, and journal articles are being processed for the collection and subsequently added to AGRICOLA, NAL's national and international electronic database.

This bibliography, A Professional Research and Knowledge Taxonomy for Youth Development: Communication, was created by using the identifier "4hprk communication" during a search of the AGRICOLA database. Readers will find such subject matter as: interpersonal, group, verbal, presentation, written, nonverbal, and listening skills as well as information technology.

In addition to being accessible electronically, hard copies of the publications are also available through the interlibrary loan system of university and local libraries.

Accessibility to published literature is one of NAL's goals. Please refer to the end of this bibliography for information on how to obtain copies of these items.

Youth Development Information Center Established at the National Agricultural Library

One result of this tremendous effort has been the formation of a Youth Development Information Center. A joint project of the Extension Service and the National Agricultural Library, the Center's staff assist youth development professionals with accessing the resources of the Library. The staff also assist the National Association of Extension 4-H Agents as they continue to identify and abstract resources for the 4hprk collection.

The Center staff work with other youth development agencies and organizations in the establishment of national youth information networks. Staff also identify materials for the national collection.

Services offered by the Center's professionals include: answering specific questions, referring users to other agencies and organizations, and conducting literature searches in a variety of databases.

1
The Art of Public Speaking.
Lucas, Stephen.
New York: Random House, c1986.
NAL Call No.: PN4121.L8 1986

Abstract: Written for college students enrolled in public speaking. Included are a large number of narratives and extracts from speeches. The book introduces the basic principles of speech communication and the respective responsibilities of speakers and listeners; the importance of good listening, the causes of poor listening and ways to become a better listener; how a speaker moves from choosing a topic to formulating a specific purpose and phrasing a sharp central idea; analyzing your audiences; organizing and outlining a speech; introductions and conclusions; speech delivery and use of visual aids; varieties of speeches to persuade or inform.

2
Audiovisual Methods in Teaching.
Dale, E.
New York: Dryden Press, 1969
NAL Call No.: LB1043. D3 1969

Abstract: No abstract available.

3
AV Instruction Technology, Media, and Methods.
Audiovisual instruction.
Brown, James W.; Lewis, Richard Byrd; and Harcleroad, Fred F.
New York: McGraw-Hill, c1983.
NAL Call No.: LB1043.B7 1983

Abstract: The text is designed to serve as a handbook of the principles and practice of AV instruction serving professionals and students in the fields of education, training, and communication. The book focuses not only on the use of various media but on the selection of appropriate media of instruction for a particular instructional situation. The first four chapters deal primarily with systematic organization of instruction and focuses heavily on the incorporation of media of all types into the instructional plan. The remaining 13 chapters of the text deal with the selection and use of individual media. Media discussed in detail include chalkboards, displays, graphic materials, transparencies, photography, still pictures, audio materials, motion pictures, television, specimens, models, games, simulations, computers, newspapers and other print materials, and multimedia. In addition, six reference sections assist the reader in becoming skilled in the use of various media as well as providing sources of additional information and materials.

4
Communication Skills in the Organization.
Hunt, Gary T.
Englewood Cliffs, NJ: Prentice-Hall, c1980.
NAL Call No.: HD30.3.H8

Abstract: This book offers information on acquiring and using communication skills that will help the reader become more successful in an organization. Part I- An Introduction introduces the reader to organizations and the communication process. Part II- Interpersonal Communication details the person-to-person skills that are needed when working within an organization. These skills include listening, interviewing, working with small groups, and leadership. Part III- Presentational Communication describes ways to plan and implement effective public communication. The proper ways to communicate through written messages is presented in Part IV- Written Communication, while Part V- Improving Communication Skills concerns ways to train members of an organization to become better communicators. The book contains real life case studies in every chapter, as well as many other examples and guidelines for the readers to improve their communication skills.

5
Decision-Making Group Interaction.
Patton, Bobby R.; and Giffin, Kim.
New York: Harper & Row, c1978.
NAL Call No.: HM133.P3 1978

Abstract: This book is intended to help the reader understand the decision-making process of small groups. The first two parts of the book discuss groups themselves, while the last two parts discuss how a group functions. The first chapter introduces group decision-making through definitions and research studies, which provides a lead-in to Part One: The Nature of People in Groups. This concerns the orientation, attitudes, and interpersonal behavior of group members. Part Two: The Dynamics of the Group contains chapters on member role functions and performance, leadership, group characteristics and their effects, conflict and its resolution, and communication within the group. The actual group process is discussed in Part Three: The Decision Making Process. This part concerns the model of a decision making group, identifying a common problem, analyzing a problem, evaluating solutions, and implementing a decision. Part Four: The Effectiveness of the Group investigates the evaluation of decision making and the interpersonal relations, and how to improve decision making through observing other groups. The overall focus of the book is how to improve decision making through better group interaction.

6
The Effectiveness of Newsletters as an Inservice Training Method for 4-H Foods and Nutrition Leaders.
Wightman, Norma Joan.
Thesis. San Francisco State University, 1984.
NAL Call No.: S533.F66W535

Abstract: A direct mail nutrition education program for 4-H foods and nutrition leaders was developed and evaluated using a pre-test, post-test design. Foods and nutrition leaders from 18 northern California counties were randomly assigned to control and experimental groups. A behavioral recall questionnaire assessed the frequency with which leaders addressed 13 specific foods and nutrition topics in their project work during the 1981-82 project year. A mailed pre-test assessed nutrition knowledge of leaders. The experimental group received four nutrition newsletters during the winter of 1982-83 while the control group received no newsletter. A post-test mailed in June 1983 measured cognitive, affective and behavioral change. Subjects completing all post-test questionnaires included 28 control subjects and 51 experimental subjects. When compared with the control group, the experimental group showed a statistically significant gain in nutrition knowledge and reported increased teaching of two of seven nutrition topics addressed in the newsletters.

7
An Experimental Evaluation of Resource Materials on Leadership/Delegation for 4-H Youth.
Gamon, Julia Andrew.
Diss. Iowa State University, 1984.
NAL Call No.: S533.F66G3

Abstract: The study evaluated the effectiveness of resource materials on leadership delegation at two state 4-H camps in Iowa in 1983. Also studied was the relationship of member participation and delegated leadership to group drive, cohesiveness and productivity. Preferred leadership styles of youth were measured. According to t-tests, the materials on delegation made a difference in the second camp in group drive and cohesiveness. The materials did not make a difference in productivity in either camp. The Problem-Solving Decision-Making Style Inventory (Hersey-Natemeyer) was used as a pre-test and post-test. Analysis by t-test showed that styles remained stable. Delegation was not one of the preferred styles. Pearson's correlation revealed that measures of group effectiveness-drive, cohesiveness and productivity-were highly and positively intercorrelated. Member participation was positively and moderately related to group effectiveness.

8
Group Dynamics: the Psychology of Small Group Behavior.
Shaw, M. E.
New York: McGraw-Hill, 1981
NAL Call No.: HM133.S45 1981

Abstract: No abstract available.

9
Interplay: the Process of Interpersonal Communication.
Adler, Ronald B.; Rosenfeld, Lawrence B.; and Towne, Neil.
New York: Holt, Rinehart, and Winston, c1986.
NAL Call No.: BF637.C45A4 1986

Abstract: This book is an introduction for people taking a first look at interpersonal communication. Chapter One deals with what the interpersonal communication process is, and why it is important. Chapters Two, Three, and Four concern self-concept, perception, and language, respectfully. Self-concept looks at how people see themselves, perception examines how people see the world around them, and language involves how language is vital to the communication process. Chapter Five is concerned with non-verbal communication, Chapter Six involves the importance of listening skills in interpersonal communication, and the dimensions, causes, and stages of relationships is covered in Chapter Seven. Self-disclosure is the topic of Chapter Eight, while emotions and communication climate are discussed in Chapters Nine and Ten, respectfully. The book ends with Chapter Eleven on ways to resolve conflict.

10
Knowledge and Attitudes Towards Substance Abuse a Comparison of 4-H and Other Teens.
Astroth, Kirk A.
[Kansas?]: Kansas State University Cooperative Extension Service, Southeast Area Extension Office, [1987?].
NAL Call No.: HV5824.Y68A7

Abstract: In the winter of 1985 and the spring of 1986, two groups of teens were surveyed using a 5-point Likert style scale of 80 questions related to attitudes toward substance use and abuse. Both groups were similar in age distribution, sex composition, family composition, and post-high school plans, but there were significant differences in their knowledge and attitudes towards substance abuse. While 4-H'ers reported less experimentation or use of illicit substances, they were also less informed and quite naive about the hazards of tobacco and alcohol, about the dynamics of chemical dependency, and reported significantly lower helping and communication skills than non-4-H metro teens.

11
Looking Out/Looking in: Interpersonal Communication.
Adler, Ronald B.; and Towne, Neil.
New York: Holt, Rinehart, and Winston, c1987.
NAL Call No.: BF637.C45A4 1987

Abstract: This book presents a look into interpersonal communication through ten chapters grouped into three parts. Part One: Looking In examines the internal, cognitive activities that shape our communication. The chapters in this part begin with an introductory chapter, and then progress into self-concept, perception, and emotions. Part Two: Looking Out has chapters concerning language and non-verbal communication, as well as listening. The dynamics of relational communication is discussed in Part Three: Looking At Relationships. The three chapters in Part Three involve understanding interpersonal relationships, improving interpersonal relationships, and resolving conflicts. The basic thrust of the material in this book is to discuss how people communicate.

12
Mail and Telephone Surveys: The Total Design Method.
Dillman, Don A.
New York: Wiley, c1978.
NAL Call No.: HN29.D5

Abstract: The purpose of this book is to provide a step-by-step guide to conducting successful mail and telephone surveys. Dillman's approach is called the "total design method" and relies heavily on a theoretically based view of why people do and do not respond to surveys and the belief that attention to detail is a vital component in conducting successful research. In the first chapter, the need for more successful mail and telephone survey methods is documented and the theoretical basis for the total design method is discussed. Average response expectations for the user of the total design method are presented. Chapter 2 compares the capabilities of telephone and mail surveys with face-to-face interviews. Chapter 3 gives some general principles about how to write survey questions in order to get desired information. Guidelines are presented to help in clarifying the kind of information sought, to help with question structure, and to aid in the actual choice of words. Chapter 4 deals with the construction of mail questionnaires including such things as designing the questionnaire cover and providing directions for participants. Chapter 5 is concerned with the implementation process for mail questionnaires. Topics such as what to include in a cover letter, how to prepare return envelopes, and follow-up mailing procedures are discussed. Chapters 6 and 7 focus on telephone surveys. Chapter 6 deals with question construction issues such as wording and prioritizing of questions. Chapter 7 provides information relevant to implementing the telephone survey by looking at such things as determining appropriate sampling procedures, selecting respondents within a household, and conducting interview

sessions. By definition the total design method is very detailed and time consuming, but by following its intricate procedures a program planner can expect to gather pertinent, useful, and more accurate information.

13
A Practical Approach to Human Behavior in Business.
Appell, Allen L.
Columbus: C.E. Merrill Pub. Co., c1984.
NAL Call No.: HF5548.8.A685

Abstract: This book provides a broad application of the social sciences to organizations and how people behave in work situations. Appell uses the disciplines of psychology, sociology, social psychology and management science to help one understand human behavior. The book provides some basics for good supervision of others. The text is organized into five sections. Section I, Understanding the Individual, describes the personality, roles, and motivation of people within work groups. The study of interaction of people titled Interpersonal Dynamics constitutes Section II. Techniques for improving interpersonal communications and overcoming barriers of ineffectiveness are identified in this section. Persuasive communications techniques and listening skills are emphasized. The role that group norms have upon individual behavior and an overview to group development are presented. Basic information is also presented about the interactions of politics and people within the organization and how one can develop a power base to work within. Section III, The Organization, analyzes how organizations work and the nature and practice of leadership. Leadership theory is very succinctly summarized in this section. Additionally, one chapter is devoted to a discussion of discrimination and special employee characteristics that is helpful to the supervision of employees. Personal, Cultural and Social Perspectives are the foci of Section IV. Stress, personal motivation, and international variances of individuals are highlighted. Lastly, Section V provides the most indepth content of the book, a synopsis of Eric Berne's transactional analysis (TA) theory and its application. TA is presented in a very clear, illustrated means that helps one nderstand this theory to why people react as they do. Situations describe how one can change their own communications and behavior to provide for more effective interpersonal dynamics.

14
Principles and Types of Speech Communication.
Ehninger, Douglas.
Glenview, IL: Scott, Foresman, c1986.
NAL Call No.: PN4121.P72 1986

Abstract: This 10th edition book has the essential features of the original book as written by Professor Monroe. Monroe originated the "Monroe's Motivated Sequence" which forms the conceptual core of so many successful persuasive and actuative

speeches. Monroe also introduced a "three-step process" to teaching speech. Topics covered in the book include: public speaking skills; the basic elements of speechmaking; listening; speaker-audience interaction; planning and preparing speeches; choosing speech subjects and purposes; analyzing the audience and occasion; using motivational appeals in speech preparation; finding and using supporting materials; adapting the speech structure to audiences; beginning and ending the speech; outlining the speech; using visuals; developing speeches to persuade, inform and entertain. This book includes several sample speeches for study and analysis as well as recommended supplementary reading.

15
Strategic Marketing for Nonprofit Organizations.
Kotler, Philip; and Andreasen, Alan R.
Englewood Cliffs, NJ: Prentice-Hall, c1987.
NAL Call No.: HF5415.K631 1987

Abstract: This text applies the basic principles and practices of marketing to a nonprofit environment and introduces the reader to basic concepts and tools for developing and implementing and managing a marketing effort. Part One focuses on developing a philosophy for marketing and is keyed primarily on the notion of developing a customer orientation. Part Two deals primarily with strategic planning and organization and covers the topical areas of the strategic marketing planning process, marketing research, market measurement and forecasting marketing planning, organization, leveraging limited resources, and fund raising. Part Three discusses a wide array of conceptual tools for determining an acceptable marketing mix. In Part Three the authors explain the notion of a marketing mix; describes differences in marketing programs for products, services, and desirable social behaviors; discusses management of the marketing effort; as well as basic concepts in the communication process and their relationship to marketing. Part Four deals exclusively with the notion of evaluation and control in the marketing process.

16
Strategic Organizational Communication Cultures, Situations, and Adaptation.
Conrad, Charles; Center, Allen H.; and Broom, Glen M.
New York: Holt, Rinehart, and Winston, c1985.
NAL Call No.: HM258.C63

Abstract: The central purposes of the book are to provide readers with an overview of the ways communication processes affect the nature of organizations and to provide practical experience in utilization of analytical processes to select among viable organizational communication strategies. Consequently, the text is divided into two units, with each unit addressing one of the two main purposes. Unit I surveys the role of communication in creating various organizational "realities"

or "cultures". Four basic types of organizations and the inherent limitations of each are discussed: traditional organizations, human relations organizations, human resource organizations, and systems-contingency organizations. Unit II addresses issues related to coping with organizational situations from a communications approach. Topics addressed in Unit II include: power and politics in organizations, analyzing organizational situations, adapting to organizational situations, managing conflict, managing stress, and sex roles. The text addresses the process of communication as an integral part of organizational life and stresses the importance of an employee being able to analyze a situation, select an appropriate communication strategy, and employ it effectively.

17
Survival Skills for Managers.
Wilson, Marlene.
Boulder, CO: Volunteer Management Associates, c1981.
NAL Call No.: HD31.W557

Abstract: Marlene Wilson's "Survival Skills for Managers" provides a comprehensive and practical guide for those who manage others in increasingly technocratic organizations. Her view, which emphasizes creativity, asserts that efficiency in organizational programming is not enough. She argues that "it is often within well-managed and efficient programs that people are hurting most" and her creative management approach stresses that people must come to feel that they are as important as the program. This guide provides applicable tools such as worksheets and action guides, assessment instruments to help clarify orientations, and theoretical frameworks for volunteer and staff managers; together the chapters provide a comprehensive look at saving managers from falling into common organizational pitfalls. Chapter I investigates the creative process, looks at the hostile environment that most organizations provide for creativity, discusses creative blocks, and provides strategies to use to become a more creatively-minded manager. Chapter II discusses some of the societal problems that affect all organizations and presents creative problem-solving models and techniques. Chapter III is concerned with theoretical orientations toward power, the stages of power, and power's processes. Practical tips for improving negotiation skills are presented. The final three chapters deal with conflict management, stress management, and time management. These chapters present models and theories appropriate for each topic, but more importantly, skills and coping strategies for each problem area are outlined. The practical, yet scholarly, orientation of this book will help managers not only to survive, as the title suggests, but also to thrive in the modern workplace.

18
Understanding Human Communication.
Adler, R. B.; and Rodman, G.
New York: Holt, Rhinehart, and Winston, 1985
NAL Call No.: P90.A32

Abstract: No abstract available.

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